TO: Supervisors

FROM: Susan Gleason

SUBJECT: Return and Confidentiality of Materials for RF Ad/Pack Test, Job #83-62-83

DATE: February 2, 1983

MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

Copy To:

MEMO

Upon completion of this study, it is absolutely imperative that all of the Raffles ads, terminated placements and callbacks, unused questionnaires, and other study materials including instructions be returned to MISI. Your work will be considered incomplete, and therefore not paid for, unless this procedure is followed.

During mall hours, the above-mentioned materials and importantly, the product, are not to be left unattended, nor are they to leave the interviewing area at any time (except the product, of course, after it has been placed). All materials pertaining to this study are to be kept in one place, accessible only to personnel directly involved with the test.

To facilitate your implementation of this procedure we have pre-numbered your questionnaires from 1 to 60. All 60 of these questionnaires, completed or not, are to be returned. Additional screening pages have been enclosed for your use.

Please apprise your interviewers of these requirements.

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Source: https://www.industrydocuments.ucsf.edu/docs/nqnj0004